

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	4943694
<b>Application Number:</b>	10649585
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	4994
<b>Title of Invention:</b>	Content-targeted advertising using collected user behavior data
<b>First Named Inventor/Applicant Name:</b>	Yingwei Claire Cui
<b>Customer Number:</b>	26192
<b>Filer:</b>	John A. Dragseth/Trisha Anderson
<b>Filer Authorized By:</b>	John A. Dragseth
<b>Attorney Docket Number:</b>	16113-760001 / GP-064-05-
<b>Receipt Date:</b>	11-MAR-2009
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<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement Letter	161130760001IDSLetter.pdf	70848 <small>72b62090a9813db3ac4e940d5f130e1e167b009aaf</small>	no	3

**Warnings:**

**Information:**

2	Information Disclosure Statement Letter	161130760001IDS1449.pdf	95775 b0f566d3d0e1294acc271808f755c11b27f5edbf	no	2
<b>Warnings:</b>					
<b>Information:</b>					
3	Foreign Reference	B1Naqvi.pdf	3694831 b1bf901b14cc0cd4f16ace9719b48fb10fca1fa	no	96
<b>Warnings:</b>					
<b>Information:</b>					
4	NPL Documents	C1AdForceManual.pdf	11410028 52ee06c7a0f06c2a07c1c9c08b7e2c5c3f3b2a6	no	285
<b>Warnings:</b>					
<b>Information:</b>					
5	NPL Documents	C2AdForceSEC.pdf	706250 388c761a8042cf06cc041d302802c5ea34e133	no	9
<b>Warnings:</b>					
<b>Information:</b>					
6	NPL Documents	C3AdKnowledgeCampaign.pdf	1019253 5373d55a17773d127ab3d982e32c1c473f8ead	no	23
<b>Warnings:</b>					
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7	NPL Documents	C4MarketMatchPlanner.pdf	692303 21c9d190165db3e12137a113d663cd6f78a8e34f2	no	26
<b>Warnings:</b>					
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8	NPL Documents	C5AdStar.pdf	601551 513fc13c219cd27665c14d737ca178076605d7da	no	43
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9	NPL Documents	C6AdManagerPro.pdf	12934007 2a027ef178b4b48a2d0f9cc30a6a693e462dab	no	226
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10	NPL Documents	C7ClassManager.pdf	3690870 491840070f65424b4b3c1a3a3cabac3621e13bdfc	no	157
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11	NPL Documents	C8BusinessWire.pdf	191029 2fd1878e4638f958b18c2b6c29520135218a3e	no	2
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12	NPL Documents	C9AaddzzBrochure.pdf	1196867 754135dc13d5afcfac7b81495253084cfe6a09	no	6
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13	NPL Documents	C10AaddzzWebsite.pdf	2863603 bcd09a191ca070b6c62882155966c53c1782cc6	no	42
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14	NPL Documents	C11ZeffPart1of3.pdf	17286148 efc2e1709e5a056e804896a70b76285489545f4	no	130
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15	NPL Documents	C11ZeffPart2of3.pdf	17695092 1d96c3db1492a94dc4deca778e608835dc1b055	no	130
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16	NPL Documents	C11ZeffPart3of3.pdf	19233213 7180abce70cd9224f8bd6c123afcebc7090c36ff0d	no	180
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17	NPL Documents	C12DedrickInteractiveElectronicAdv.pdf	915463 07e6b6fd25eafabab881568b62a334ef0707a2b	no	12
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18	NPL Documents	C13DedrickConsumptionModel.pdf	7279867 eb6ab488b6c7d187090a0a9429b64947079a2bc	no	9
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19	NPL Documents	C14ReexamRequest025patent.pdf	2695018 0a0bb1bf9a33e115f03d7aa0a980e34fb7b4d	no	85
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20	NPL Documents	C15ReexamRequest045patent.pdf	3180750 23551512f8b77d8d29f87005d94c42218c79d875	no	54
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21	NPL Documents	C16ReexamRequest059patent.pdf	2322461 7bc93168b00982c3682c0d9461281287713df	no	81
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22	NPL Documents	C17ReexamRequest587patent.pdf	5959768 0017e1450ba8271a5a5e11b6126c7b41ca07c05de	no	85
<b>Warnings:</b>					
<b>Information:</b>					
<b>Total Files Size (in bytes):</b>			115734995		
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b>          If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b>          If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b>          If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					